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# ISU PERPADUAN

**19- 21 OGOS 2023**

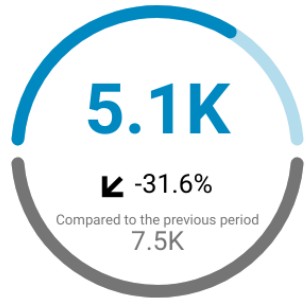
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# RINGKASAN EKSEKUTIF

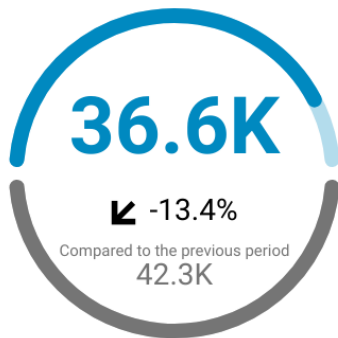
- Menteri Perpaduan Negara Datuk Aaron Ago Dagang berkata selari dengan tema Hari Kebangsaan dan Hari Malaysia (HKHM) 2023 iaitu “Malaysia MADANI: Tekad Perpaduan, Penuhi Harapan”, program Eksplorasi Rukun Negara dilancarkan baru-baru ini bagi meningkatkan penghayatan Rukun Negara sebagai ejen penyatupaduan rakyat Malaysia selain menyemai rasa cinta kepada negara.
- Lima cita-cita Rukun Negara ialah mencapai perpaduan yang lebih erat; memelihara satu cara hidup demokratik; mencipta sebuah masyarakat adil agar kemakmuran negara dinikmati bersama; menjamin satu cara liberal terhadap tradisi kebudayaan yang kaya dan berbagai corak; dan membina satu masyarakat progresif yang mencapai kemajuan dalam bidang sains dan teknologi.
- Datuk Aaron Ago Dagang berkata lafaz ikrar Rukun Negara yang dibaca penuh akan dilaksanakan dalam program-program rasmi kerajaan, semasa majlis perhimpunan di sekolah, majlis pembukaan Dewan Rakyat dan Dewan Negara, selain akan diperhebat dalam kalangan masyarakat.
- Beliau juga berkata pentingnya mempromosikan Rukun Negara bagi menerangkan kepada rakyat terutamanya generasi muda makna yang tersurat dan tersirat dalam Rukun Negara supaya mereka menghayati erti sebenar ikrar itu.
- Beliau menekankan bahawa perpaduan merupakan kata kunci utama bagi memastikan Malaysia terus maju, berdaya saing serta dasar-dasar kerajaan termasuk kerangka Malaysia MADANI dapat dilaksanakan dengan jayanya.
- **Berdasarkan pemantauan di media sosial dan laman portal, isu perpaduan menunjukkan sentimen positif sebanyak 23.9 peratus, negatif 22.6 peratus dan sentimen neutral 53.5 peratus.**

# TOPIC PERFORMANCE

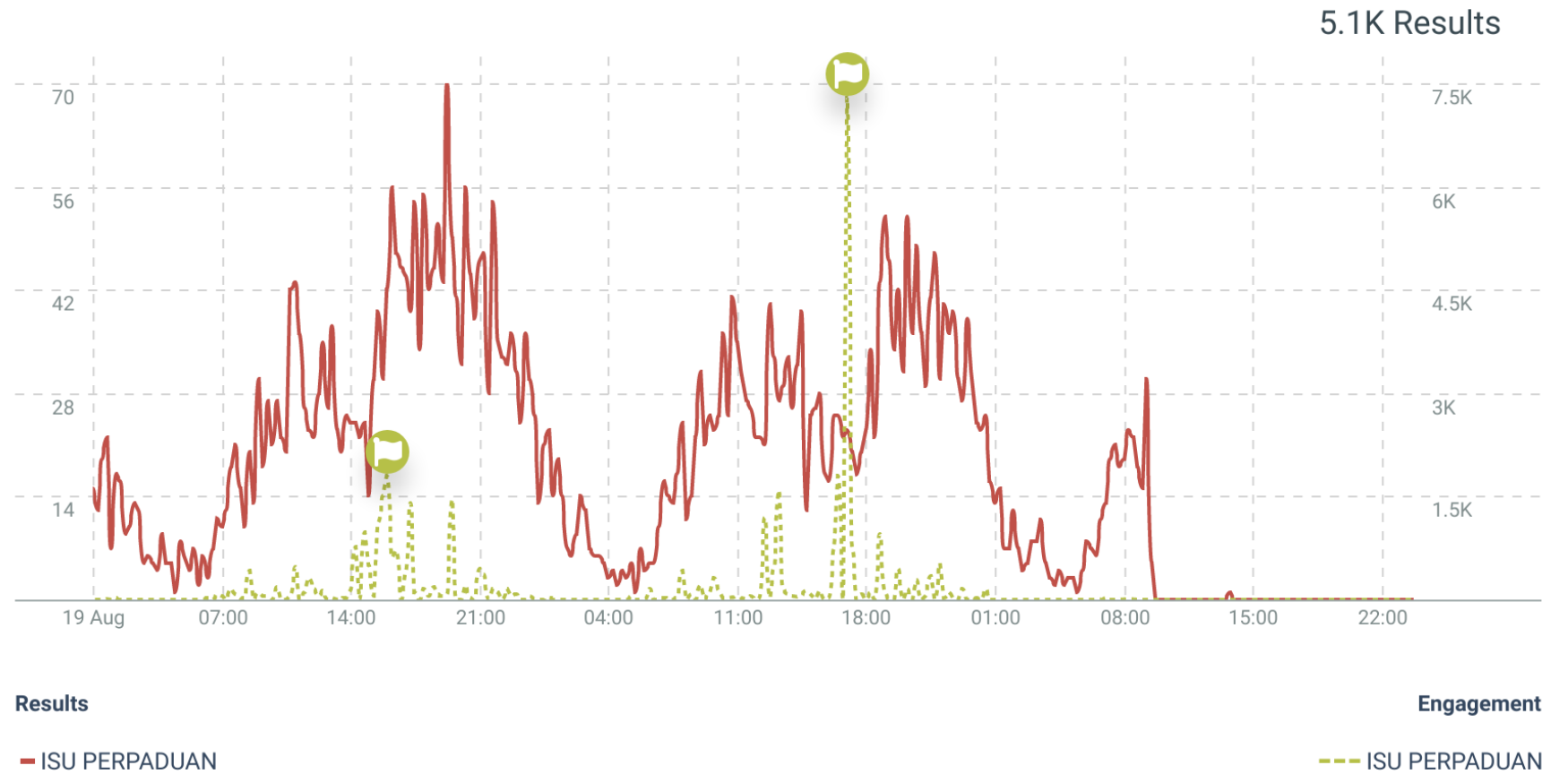
## RESULTS



## ENGAGEMENT

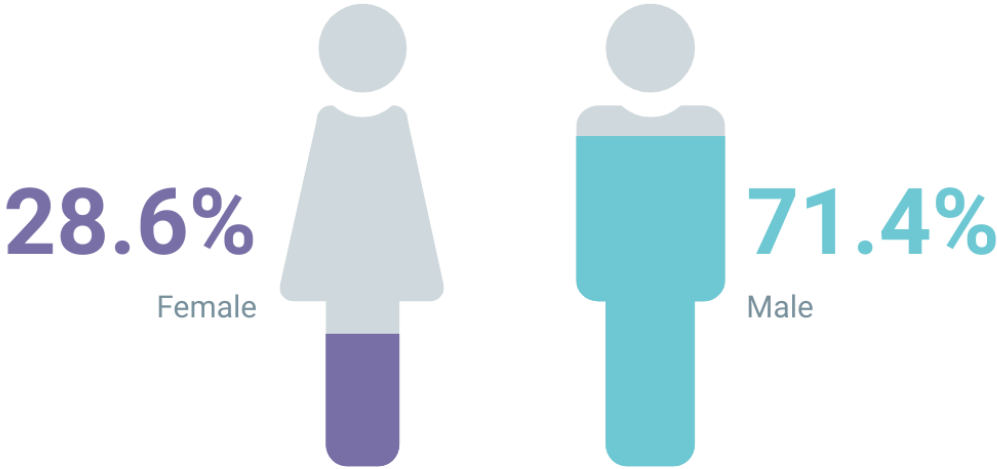


## PERFORMANCE OVER TIME

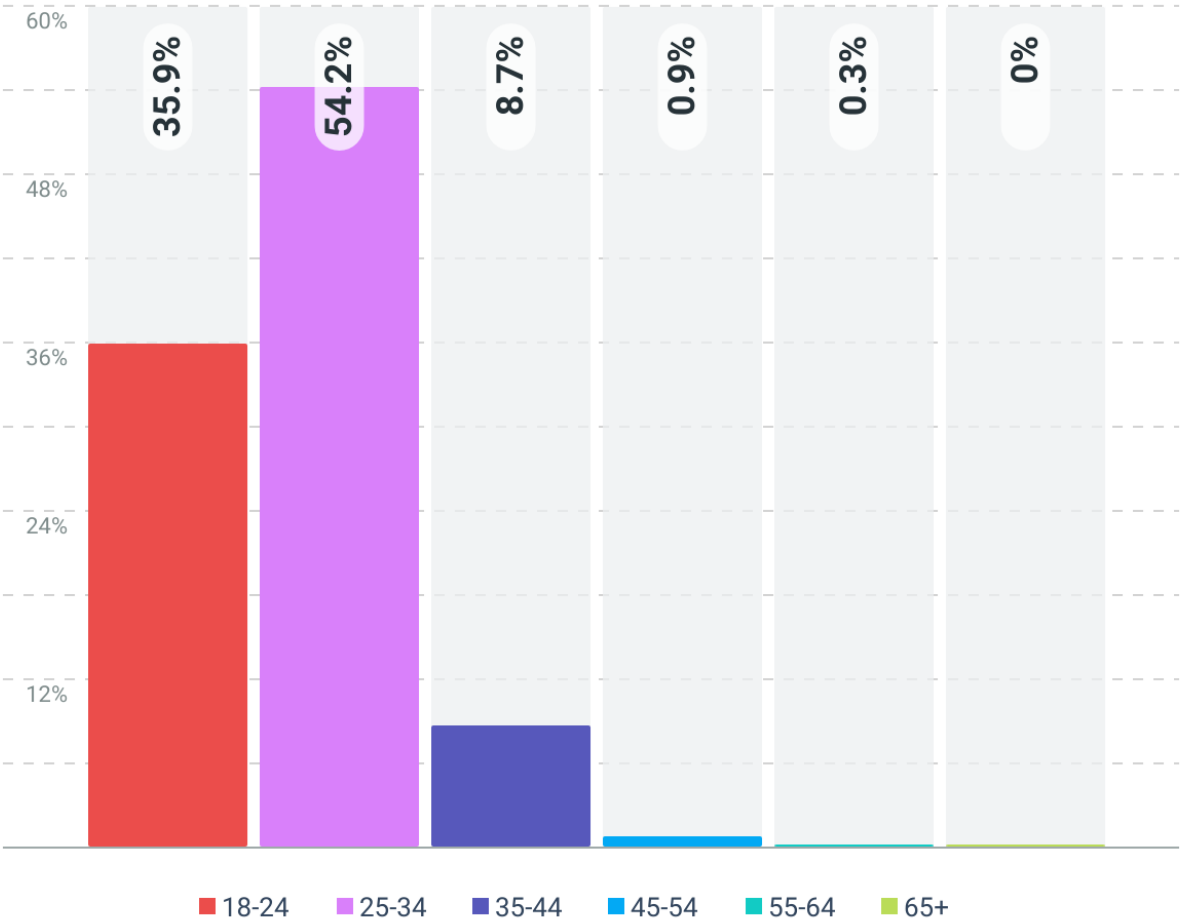


# DEMOGRAPHICS OF AUDIENCE

GENDER

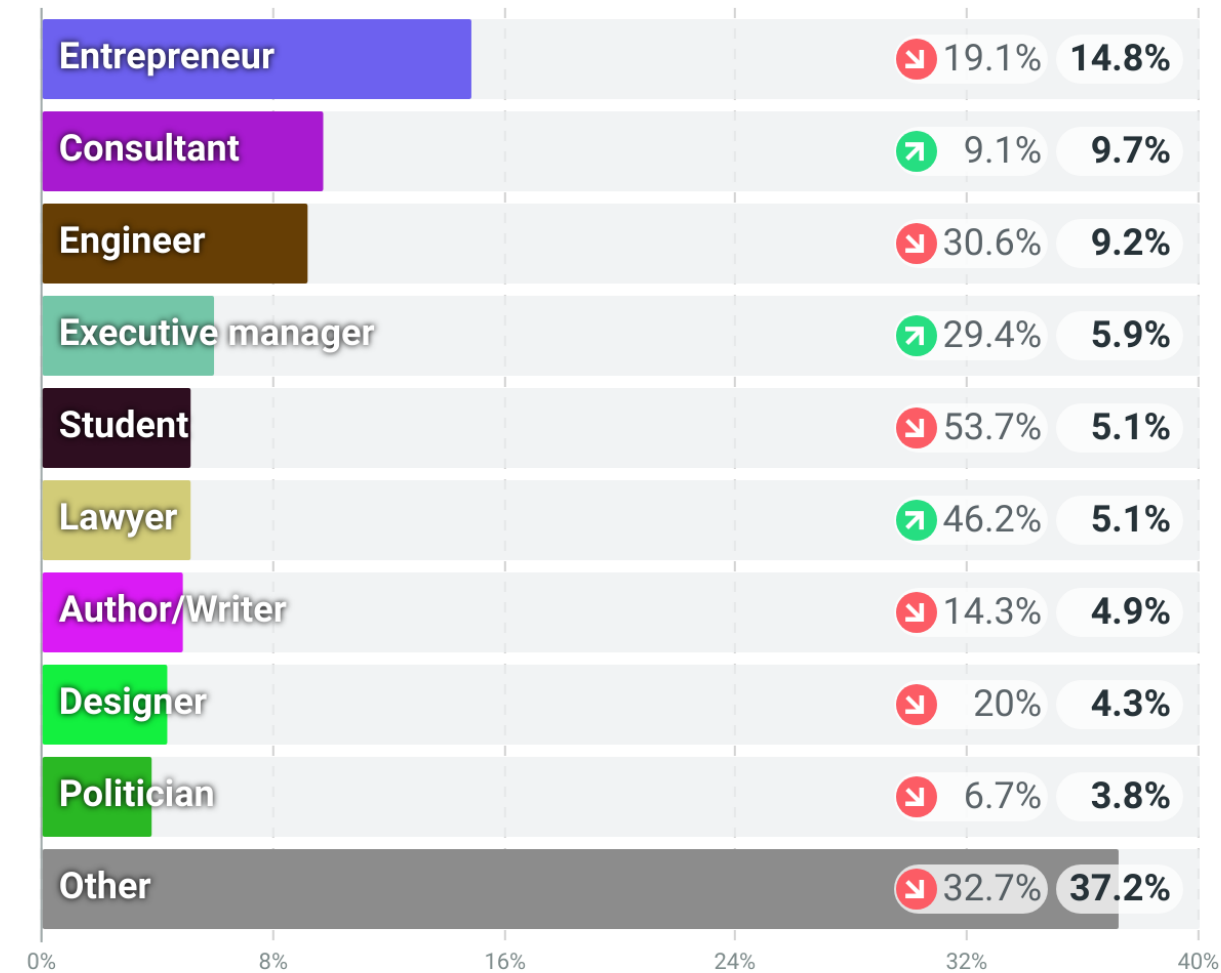


AGE

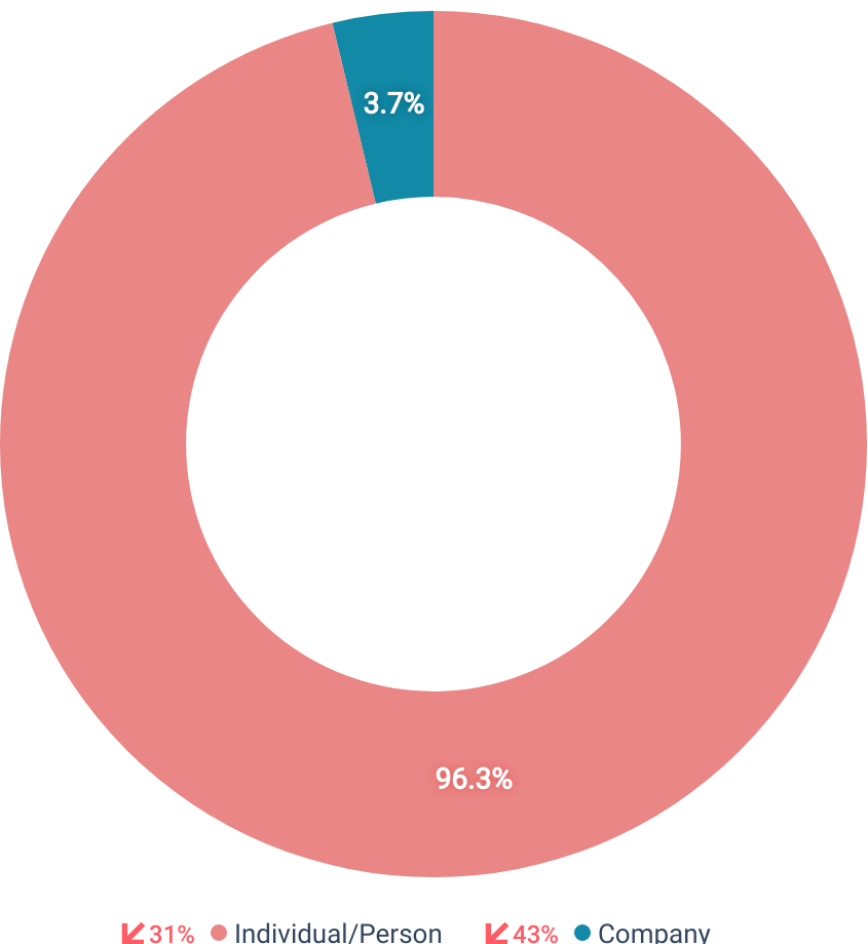


# DEMOGRAPHICS OF AUDIENCE

TOP OCCUPATIONS



SHARE OF INDIVIDUAL/BUSINESS



# TOP INFLUENCERS

## TOP INFLUENCERS

| Influencer                                                                                                                                                         | Network                                                                             | Posts                                                                                           | Sentiment              | Reach                                                                                                | Reach per mention                                                                                   | Engagement      | Engagement per mention                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
|  <b>Astro AWANI</b> <br><a href="http://www.tiktok.com/">http://www.tiktok.com/</a> |    | 1                                                                                               | <div><div></div></div> | 2.4M                                                                                                 | 2.4M                                                                                                | 7.3K                                                                                               | 7.3K                                                                                                |
|  <b>Diterbitkan</b><br><a href="http://www.malaysiakini.com/">http://www.malaysiakini.com/</a>                                                                       |    | 9<br> 80%    | <div><div></div></div> | 30M<br> 80%       | 3.3M                                                                                                | 3.1K<br> 120.9% | 343.1<br> 22.7%  |
|  <b>Khairi Zulfadhli</b> <br>@khairizulfadhli                                       |    | 2                                                                                               | <div><div></div></div> | 18.6K                                                                                                | 9.3K                                                                                                | 1.7K                                                                                               | 872                                                                                                 |
|  <b>FMT Reporters</b><br><a href="http://www.freemalaysiatoday.com/">http://www.freemalaysiatoday.com/</a>                                                           |    | 15<br> 50%   | <div><div></div></div> | 48.2M<br> 50%     | 3.2M                                                                                                | 1.7K<br> 252.1% | 112.2<br> 134.7% |
|  <b>bernamaofficial</b><br><a href="http://instagram.com/">http://instagram.com/</a>                                                                                 |    | 1<br> -66.7% | <div><div></div></div> | 69.6K<br> 81.4%   | 69.6K<br> 444.1% | 1.6K<br> 53.3%  | 1.6K<br> 359.8%  |
|  <b>501awani</b><br><a href="http://instagram.com/">http://instagram.com/</a>                                                                                        |    | 1<br> -50%   | <div><div></div></div> | 1.4M<br> -49.9%   | 1.4M                                                                                                | 1.6K<br> -2.1%  | 1.6K<br> 95.9%   |
|  <b>Nga Kor Ming</b><br>@NgaKorMing                                                                                                                                  |    | 3<br> 200%   | <div><div></div></div> | 337.3K<br> 200.4% | 112.4K                                                                                              | 1.3K<br> 2.7K%  | 441<br> 818.8%   |
|  <b>mohd iskandar othman</b><br><a href="http://www.sinarharian.com.my/">http://www.sinarharian.com.my/</a>                                                         |   | 1                                                                                               | <div><div></div></div> | 2.8M                                                                                                 | 2.8M                                                                                                | 1.2K                                                                                               | 1.2K                                                                                                |
|  <b>Zack Rockstar</b> <br>@zack_rockstar                                        |  | 1                                                                                               | <div><div></div></div> | 43.4K                                                                                                | 43.4K                                                                                               | 1.2K                                                                                               | 1.2K                                                                                                |
|  <b>SimTzeTzin</b> 沈志勤 <br>@simtztzin                                           |  | 1                                                                                               | <div><div></div></div> | 27.4K                                                                                                | 27.4K                                                                                               | 1.1K                                                                                               | 1.1K                                                                                                |

# TOP THEMES: HASHTAGS

## TOP THEMES

#HKHM2023 #SpiritOfIndia #kekal5tahun #ainaabdul  
#khaibahar #BernamaNews #bernamanews #cakapbaikbaik #MerdekaDay #AinaAbdul  
#ambangmerdeka #IndiaCelebrates #EkonomiMADANI #KELANTANfm #FlameOfLiberty #BHnasional  
#TikTok #BernamaRadio #RadioSepKita #KibarJalurGemilang #2023GlobalARMYSong #msummyday2023 #FMTNews  
#TogetherWeThrive #PantauKerajaanBaharu #IndependenceDayIndia #JaPenSabah  
#theSun #HariKebangsaan #NairobiHealthCare #MalaysiaSejahtera #PenuhiCitarasaAnda #Malaysianews  
#merdeka2023 #PasFitnahApaHariIni #KitaSelangor #unity  
#elmina #Metaverse #hentikanprovokasi #MalaysiaMADANI #NFTs #Merdeka2023 #Putrajaya  
#msurians #Entrepreneur #suaramalaysia #sekolahagama #gamedev  
#Malaysia #RakyatMemilih #Leo #nahaspesawat #SidNaaz  
#Perpaduan #CryptoCommunity #DemokratikAdilPeduli #perpaduan #BinaNegaraRahmah #malaysia #3R  
#web3 #TricolourStories #SelamatPagiMalaysia #TekadPerpaduanPenuhiHarapan #TekadPerpaduan #ShehnaazGill  
#UntukAnda #JabatanPenerangan #KitaPerpaduan #IndependenceDay2023 #theSundaily #MTHQA63  
#JKOMprobono #KerajaanPerpaduan #belalangjalanriong #IndependenceDay #Solidity  
#KMJG2023 #SidharthShukla #MOT #TeguhMuafakat #HariMerdeka66 #SabahMajuJaya #HariMalaysia  
#MTHQA2023 #PenuhiHarapan #MSUMyDay2023 #TeguhBersama #hkhm2023 #merdeka66  
#Abhisha #merdeka #KhaiBahar #AbhishaFam #elminacrash #KKD

# SENTIMENT ANALYSIS

## SENTIMENT

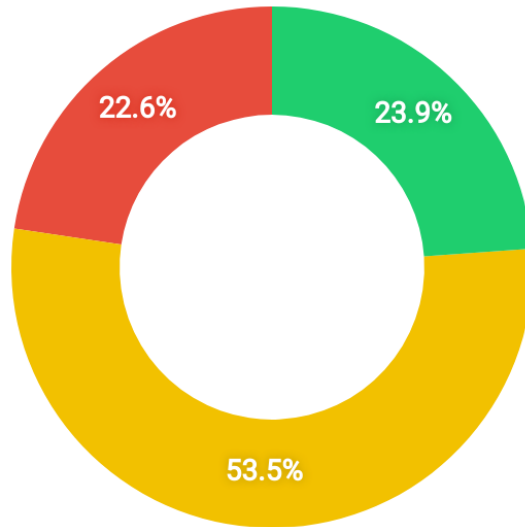
23.9%

😊 POSITIVE

22.6%

😞 NEGATIVE

## SHARE OF SENTIMENT



23% Positive 38% Neutral 44% Negative



## POSITIVE AI INSIGHT POWERED BY BLUE SILK™ GPT

- The theme of the 2023 HM setia unity run is "Tekad perpaduan penuh harapan".



## NEGATIVE AI INSIGHT POWERED BY BLUE SILK™ GPT

- The opposition has slammed the government over its decision to use a different logo and theme for the states of Perlis, Kelantan, Kedah and Terengganu on Merdeka Day.

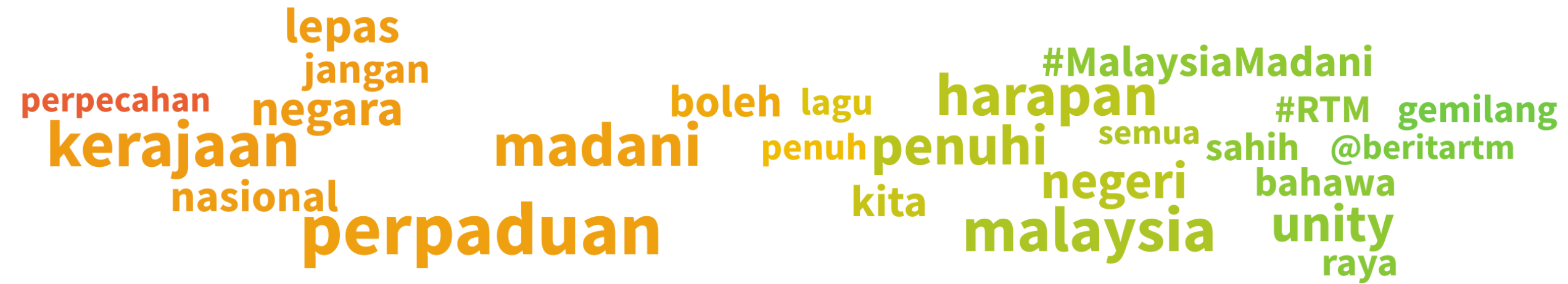


## NEUTRAL AI INSIGHT POWERED BY BLUE SILK™ GPT

- Posts on AWANI Online's Facebook and Twitter pages offer a variety of views on Malaysia's National Day celebrations.

# SENTIMENT KEY DRIVERS

SENTIMENT KEY DRIVERS



NEGATIVE

NEUTRAL

POSITIVE

# SENTIMENT ANALYSIS: POSITIVE RESULTS

## TOP 10 FROM 1.2K RESULTS

| Author                                                                                                                                                                                                             | Post                                                                                                                                                                                                                                  |                                                                                       | Trending Score | Other Metrics                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------|------------------------------------------------------------------------------------------------------------------------|
| <br><b>Noor Amin Ahmad (NoorAminAh...)</b><br>Twitter   <a href="#">twitter.com</a><br><a href="#">20/08/23 18:46</a>   Malaysia   | KEMPEN JAYAKAN YB DR HAFIDZAH DI DUN KOTA LAMA Menghargai pilihan penduduk DUN Kota Lama memberi peluang kepada calon perpaduan Dr Hafidzah Mustakim berkhidmat di sana dengan kemenangan dalam Pilihan Raya Negeri Kelantan; Mema... |    | <b>2/10</b>    | Sentiment <span>Positive</span><br>Twitter Followers 27.5K<br>Retweets 252<br>Twitter Shares N/A<br>Twitter Likes 671  |
| <br><b>Berita RTM (beritartm)</b><br>Twitter   <a href="#">twitter.com</a><br><a href="#">20/08/23 17:29</a>   Malaysia            | PENGUNAAN JALUR GEMILANG Malaysia MADANI : Tekad Perpaduan Penuhi Harapan 'Yang sah di Berita RTM'#RTM#BeritaRTM#MalaysiaMadanipic.twitter.com/13XUwS3rfm                                                                             |    | <b>2/10</b>    | Sentiment <span>Positive</span><br>Twitter Followers 188.5K<br>Retweets 332<br>Twitter Shares N/A<br>Twitter Likes 376 |
| <br><b>Nga Kor Ming (NgaKorMing)</b><br>Twitter   <a href="#">twitter.com</a><br><a href="#">20/08/23 23:27</a>   Malaysia         | Atas usaha gigih pusat khidmat DAP parlimen Teluk Intan, bendera jalur gemilang kini berkibar megah di sekitar kawasan Teluk Intan. Marilah kita memupuk perpaduan nasional bersama kerajaan Malaysia Madani. Cintai tanah tumpa...   |    | <b>1/10</b>    | Sentiment <span>Positive</span><br>Twitter Followers 112.5K<br>Retweets 17<br>Twitter Shares N/A<br>Twitter Likes 86   |
| <br><b>Thiban Subbramaniam MY (தீபன...)</b><br>Twitter   <a href="#">twitter.com</a><br><a href="#">20/08/23 22:42</a>   Malaysia | Ini Negaraku... Semarakkan semangat Perpaduan dan Kenegaraan demi negara tercinta<br>♥#merdeka#merdeka66#merdeka2023#ambangmerdeka#KibarJalurGemilang#MalaysiaMADANI#TekadPerpaduan#PenuhiHarapan#...                                 |   | <b>1/10</b>    | Sentiment <span>Positive</span><br>Twitter Followers 8.1K<br>Retweets 16<br>Twitter Shares N/A<br>Twitter Likes 73     |
| <br><b>Twentytwo13 (Twentytwo13news)</b><br>Twitter   <a href="#">twitter.com</a><br><a href="#">21/08/23 07:27</a>   Malaysia   | Former athletes and a senior sports official believe that sports, instead of just Rukun Negara Clubs in schools, should be used to promote unity, as Malaysia celebrates Merdeka on Aug 31. twentytwo13.my/news/sports-a-...          |  | <b>1/10</b>    | Sentiment <span>Positive</span><br>Twitter Followers 1.3K<br>Retweets 3<br>Twitter Shares N/A<br>Twitter Likes 1       |

# SENTIMENT ANALYSIS: POSITIVE RESULTS

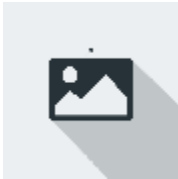
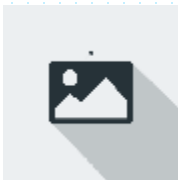
## TOP 10 FROM 1.2K RESULTS

| Author                                                                                                                                                                                                                   |                                    | Post                                                                                                                                                                                                                                                                                                 |                                                                                       | Trending Score | Other Metrics                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------|------------------------------------------------------------------------------------------------------------------------|
| <br>Online News Other   <a href="https://malaysiakini.com">malaysiakini.com</a><br><a href="#">19/08/23 15:35</a>   Malaysia             | Diterbitkan                        | <a href="#">Sultan Nazrin titah bendung tin...</a><br>...berperanan penting untuk menyemaikan semangat perpaduan serta kesetiaan kepada raja dan negara. "Pada malam ini, beta dan ... samping membantu usaha-usaha memupuk perpaduan kaum," titah baginda. Baginda bertitah generasi remaja sema... |    | 0/10           | Sentiment <span>Positive</span>                                                                                        |
| <br>Facebook   <a href="https://facebook.com">facebook.com</a><br><a href="#">21/08/23 07:14</a>   Malaysia                              | Someone                            | Alhamdulillah. Biarkan yg bermimpi chukop jomlohhh itu terus bermimpi. Kerajaan Perpaduan teruskan berkerja membangunkan negara Madani                                                                                                                                                               |    | 0/10           | Sentiment <span>Positive</span><br>Facebook Followers N/A<br>Facebook Reactions 1<br>Facebook Shares N/A               |
| <br>Hykal Mahmood MY (HykalMa...<br>Twitter   <a href="https://twitter.com">twitter.com</a><br><a href="#">19/08/23 22:02</a>   Malaysia |                                    | Pasal logo pun pasal pun nak bergaduh! Apa kata bring this back, kitakan 1 Malaysia! ❤️❤️❤️ No racist, No hate just for the unity of religion, race & race! @mynewshub @AimanAirin2 @JdUnknownperson @Ayahanda_MD @maxmuaz p...                                                                      |    | 0/10           | Sentiment <span>Positive</span><br>Twitter Followers 737<br>Retweets 26<br>Twitter Shares N/A<br>Twitter Likes 67      |
| <br>Twitter   <a href="https://twitter.com">twitter.com</a><br><a href="#">19/08/23 16:39</a>   Malaysia                                | <a href="#">KEADILAN</a>           | 'Tekad Perpaduan Penuhi Harapan' dipilih sebagai tema Sambutan HKHM 2023. Tema ini mendasari TEKAD pemimpin bersama rakyat bagi memastikan Malaysia sebagai sebuah negara bangsa yang mempunyai semangat PERPADUAN yang tinggi, bersat...                                                            |   | 0/10           | Sentiment <span>Positive</span><br>Twitter Followers 170.8K<br>Retweets 148<br>Twitter Shares N/A<br>Twitter Likes 326 |
| <br>Twitter   <a href="https://twitter.com">twitter.com</a><br><a href="#">20/08/23 09:11</a>   Malaysia                               | <a href="#">Aomine (nik hazry)</a> | HM Setia Unity Run 2023 Last minit reg sbb saja nak long run..kakahk betul barai ye lama tak lari lebih 90minit..dah alang2 sub 2 kelaut tu, kita relax2 habiskan 215 cukup la..stop subuh km 17 gitu sbb dah tau confirm x lps sub 2...papepun tahniah pada...                                      |  | 0/10           | Sentiment <span>Positive</span><br>Twitter Followers 1.1K<br>Retweets N/A<br>Twitter Shares N/A<br>Twitter Likes 77    |



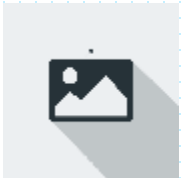
# SENTIMENT ANALYSIS: NEGATIVE RESULTS

## TOP 10 FROM 1.2K RESULTS

| Author                                                                                                                                                                                                               | Post                                                                                                                                                                                                                                                                 | Trending Score                                                                                       | Other Metrics                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <br><b>Solisidtor</b><br>Twitter   <a href="#">twitter.com</a><br><a href="#">21/08/23 08:24</a>   Malaysia                          | <p>Awak cakap PMX@anwaribrahimbangang ke? pic.twitter.com/IFw3cVWPVb<br/>QT@narzzano:@SolisidtorJangan bangang sangat sampai kan hari<br/>Kebangsaan pun korg yg nak politikkan. Mmg logo tu ikut tema kerajaan<br/>persekutuan. Tekad Perpaduan, penuhi...</p>      | <br><b>2/10</b>   | Sentiment <b>Negative</b><br>Twitter Followers 2.6K<br>Retweets 3<br>Twitter Shares N/A<br>Twitter Likes 3      |
| <br><b>Rockstar</b><br>Twitter   <a href="#">twitter.com</a><br><a href="#">20/08/23 12:41</a>   Malaysia                            | <p>Tadi sarapan di kedai. Terdengar perbualan meja sebelah. Gaya mereka<br/>sebang macam penjawat awam di Putrajaya. Antara isi perbualan yang<br/>sempat saya dengar : 1. Mengeluh gaji tak cukup 2. PMX kurang perihatin<br/>dengan penjawat awam tak macam...</p> | <br><b>2/10</b>   | Sentiment <b>Negative</b><br>Twitter Followers 43.4K<br>Retweets 264<br>Twitter Shares N/A<br>Twitter Likes 825 |
| <br><b>Fadzilnoir (fadzilnoir)</b><br>Twitter   <a href="#">twitter.com</a><br><a href="#">20/08/23 19:00</a>   Malaysia             | <p>PMX kurang perihatin dengan penjawat awam tak macam PM8 - Susah mau<br/>rasuah sekarang 3. Kerajaan Perpaduan perlu dijatuhkan - Hahaha 🤔 4.<br/>Islam dan Melayu terancam - Hah? Kaum majoriti sama agama rasmi apa?<br/>QT@zack_rockstar:Tadi sarapa...</p>     | <br><b>1/10</b>   | Sentiment <b>Negative</b><br>Twitter Followers 915<br>Retweets 7<br>Twitter Shares N/A<br>Twitter Likes 11      |
| <br><b>Shaik Irfan (shaik_ir)</b><br>Twitter   <a href="#">twitter.com</a><br><a href="#">20/08/23 21:21</a>   Malaysia             | <p>No matter how hard one tries to deny, the 1Malaysia era was truly effective<br/>in instilling patriotism and unity among Malaysians. Now, we are more<br/>divided than ever with rampant racial rhetoric spewed by right-wing<br/>politicians. Oh the...</p>      | <br><b>1/10</b>  | Sentiment <b>Negative</b><br>Twitter Followers 1.2K<br>Retweets 11<br>Twitter Shares N/A<br>Twitter Likes 47    |
| <br><b>FMT Reporters</b><br>Online News Other   <a href="#">freemalaysiatoday.com</a><br><a href="#">20/08/23 09:45</a>   Malaysia | <p><b>Patriot slams PN over separate ...</b><br/>...theme when it should come from the present unity government is not only<br/>arrogant but plants anti-government sentiments in ... Day theme of "Malaysia<br/>Madani: Tekad Perpaduan, Penuhi...</p>              | <br><b>1/10</b> | Sentiment <b>Negative</b>                                                                                       |

# SENTIMENT ANALYSIS: NEGATIVE RESULTS

## TOP 10 FROM 1.2K RESULTS

| Author                                                                                                                                                                                                                  | Post                                                                                                                                                                                                                                                                                                    |                                                                                       | Trending Score | Other Metrics                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------|--------------------------------------------------------------------------------------------------------------|
| <br>Twitter   <a href="https://twitter.com/MuazFadhli">twitter.com</a><br><a href="#">20/08/23 09:14</a>   Malaysia                     | <b><a href="#">Benny Blanco (MuazFadhli)</a></b><br><br>Time orang, jahat. Time dia buat? Boleh. Patut tukar je slogan jadi “Kita Boleh, Orang Lain Tak Boleh” ☹️ QT@NgaKorMing:Bila kerajaan Malaysia Madani sedang tekun memupuk perpaduan nasional, pembangkang PN pula sengaja...                   |    | <b>0/10</b>    | Sentiment <b>Negative</b><br>Twitter Followers 1.6K<br>Retweets 30<br>Twitter Shares N/A<br>Twitter Likes 44 |
| <br>Twitter   <a href="https://twitter.com/ReeNGaston">twitter.com</a><br><a href="#">20/08/23 20:45</a>   Malaysia                     | <b><a href="#">ReeN (ReeNGaston)</a></b><br><br>Dah masuk bulan ke9, Kerajaan Perpaduan di Putrajaya. Politik Malaysia masih tidak aman. Provokasi tiada henti ! - PAS pilih demokrasi aman ape kejadahnya<br>?@abduhadiawang@titm_officialQT@PASPusat:https://t.co/99kk28gAiP                          |    | <b>0/10</b>    | Sentiment <b>Negative</b><br>Twitter Followers 15.1K<br>Retweets 8<br>Twitter Shares N/A<br>Twitter Likes 28 |
| <br>Online News Other   <a href="https://malaysiakini.com">malaysiakini.com</a><br><a href="#">21/08/23 07:03</a>   Malaysia            | <b><a href="#">Unity minister: Using different N...</a></b><br><br>...celebration is recognised as a social deficit out to promote disunity, said National Unity Minister Aaron Ago Dagang. He said such a proposal is a hindrance to the government's efforts in ensuring the well-being of the...     |    | <b>0/10</b>    | Sentiment <b>Negative</b>                                                                                    |
| <br>Online News Other   <a href="https://freemalaysiatoday.com">freemalaysiatoday.com</a><br><a href="#">21/08/23 08:00</a>   Malaysia | <b><a href="#">Why speak up only after elections,...</a></b><br><br>Jeniri said Zahid and Prime Minister Anwar Ibrahim needed each other in their political partnership to ensure there is stability within the unity...                                                                                |   | <b>0/10</b>    | Sentiment <b>Negative</b>                                                                                    |
| <br>Twitter   <a href="https://twitter.com/faisal_mn">twitter.com</a><br><a href="#">20/08/23 23:17</a>   Malaysia                    | <b><a href="#">Faisal (faisal_mn)</a></b><br><br>Jadi Anjing PN sampai boleh bukak kedai.. Toksah acah suci la bebal. Bukan ko je sekor kena main dgn barua Mahathir, Muhyiddin.. Ramai lagi bebal mcm ko. Nak buat video bagai. Bodoh. QT@Salim_Iskandar:Kata nak kestabilan? Nak perpaduan tapi ma... |  | <b>0/10</b>    | Sentiment <b>Negative</b><br>Twitter Followers 1.2K<br>Retweets 12<br>Twitter Shares N/A<br>Twitter Likes 30 |

## TOP NEGATIVE THEMES



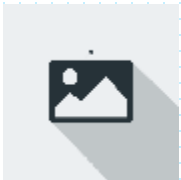
# SENTIMENT ANALYSIS: NEUTRAL RESULTS

## TOP 10 FROM 2.8K RESULTS

| Author                                                                                                                                                                                                                 |                                                                                                                                                 | Post                                                                                                                                                                                                                                                                                              |                                                                                       | Trending Score | Other Metrics                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------|--------------------------------------------------------------------------------------------------------------------|
| <br>Online News Other   <a href="https://malaysiakini.com">malaysiakini.com</a><br><a href="#">20/08/23 19:57</a>   Malaysia           | Diterbitkan                                                                                                                                     | <a href="#">Hari Kebangsaan: T'ganu guna l...</a><br>...mengumumkan tema "Malaysia Madani: Tekad Perpaduan, Penuhi Harapan" akan digunakan bagi sambutan Hari Kebangsaan dan Hari ... dia tiada masalah dengan tema "Tekad Perpaduan, Penuhi Harapan". Namun, dia berkata pihaknya menolak pen... |    | 2/10           | Sentiment <span>Neutral</span>                                                                                     |
| <br>Facebook   <a href="https://facebook.com">facebook.com</a><br><a href="#">20/08/23 22:04</a>   Malaysia                            | <a href="#">Malaysiakini BM</a>                                                                                                                 | <a href="#">Hari Kebangsaan: T'ganu guna l...</a><br>Perlis pula tiada masalah dengan tema "Tekad Perpaduan, Penuhi Harapan" namun menolak logo yang ditetapkan.                                                                                                                                  |    | 2/10           | Sentiment <span>Neutral</span><br>Facebook Followers 2.4M<br>Facebook Reactions 384<br>Facebook Shares 20          |
| <br>Twitter   <a href="https://twitter.com">twitter.com</a><br><a href="#">20/08/23 21:30</a>   Malaysia                               | <a href="#">MakLampirClockOut</a>  <a href="#">(ArwahMa...</a> | Jika pendokong kerajaan perpaduan nk beri pengajaran kepada MB Kelantan, boleh buat beberapa langkah di bawah: 1. Ikut jejak langkah YB@NoorAminAhmadDerma RM10 atau lebih setiap bulan ke akaun pusat khidmat YB@drhafidzah64Niatkan kerana...                                                   |    | 2/10           | Sentiment <span>Neutral</span><br>Twitter Followers 14K<br>Retweets 105<br>Twitter Shares N/A<br>Twitter Likes 251 |
| <br>Online News Other   <a href="https://freemalaysiatoday.com">freemalaysiatoday.com</a><br><a href="#">20/08/23 22:28</a>   Malaysia | Dineskumar Ragu                                                                                                                                 | <a href="#">Hari Kebangsaan: Terengganu g...</a><br>...tahun ini iaitu "Malaysia Madani: Tekad Perpaduan, Penuhi Harapan" dan logo Malaysia Madani. Logo dan tema itu diumumkan ... mempunyai masalah dengan tema "Tekad Perpaduan, Penuhi...                                                     |   | 2/10           | Sentiment <span>Neutral</span>                                                                                     |
| <br>Facebook   <a href="https://facebook.com">facebook.com</a><br><a href="#">20/08/23 16:20</a>   Malaysia                          | <a href="#">Astro AWANI</a>                                                                                                                     | Dua ADUN parti kerajaan perpaduan menuntut supaya Menteri Besar Kelantan yang baharu, Datuk Mohd Nusruddin Daud memohon maaf secara terbuka dalam tempoh tujuh hari.                                                                                                                              |  | 2/10           | Sentiment <span>Neutral</span><br>Facebook Followers 3.7M<br>Facebook Reactions 443<br>Facebook Shares 14          |

# SENTIMENT ANALYSIS: NEUTRAL RESULTS

## TOP 10 FROM 2.8K RESULTS

| Author                                                                                                                                                                                                                 | Post                                                                                                                                                                                                                                                                                                     | Trending Score                                                                                    | Other Metrics                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <br>Instagram   <a href="https://www.instagram.com/501awani">instagram.com</a><br><a href="#">20/08/23 16:43</a>   Malaysia            | <a href="#">501awani</a><br><br>Dua ADUN parti Kerajaan Perpaduan menuntut supaya Menteri Besar Kelantan yang baharu, Datuk Mohd Nusruddin Daud memohon maaf secara terbuka dalam tempoh tujuh hari.#AWANInews                                                                                           | <br><br>2/10   | Sentiment <span>Neutral</span><br>Instagram Followers 1.4M<br>Instagram Likes 1.4K                               |
| <br>Twitter   <a href="https://twitter.com/malaysiakini">twitter.com</a><br><a href="#">21/08/23 07:11</a>   Malaysia                  | <br><br>Unity minister: Using different National Day logo theme promotes disunity<br>dlvr.it/StwtWj                                                                                                                                                                                                      | <br><br>1/10   | Sentiment <span>Neutral</span><br>Twitter Followers 1.6M<br>Retweets 2<br>Twitter Shares N/A<br>Twitter Likes 12 |
| <br>Online News Other   <a href="https://www.malaysiagazette.com">malaysiagazette.com</a><br><a href="#">20/08/23 09:44</a>   Malaysia | <a href="#">Logo kemerdekaan berbeza: Zahid...</a><br><br>Pada Mei lalu, Menteri Komunikasi dan Digital, Fahmi Fadzil mengumumkan "Malaysia Madani: Tekad Perpaduan, Penuhi Harapan" sebagai tema Hari Kebangsaan dan Hari Malaysia tahun ini dengan mengangkat Malaysia Madani sebagai logo rasmi. —... | <br><br>1/10   | Sentiment <span>Neutral</span>                                                                                   |
| <br>Instagram   <a href="https://www.instagram.com/bernamaofficial">instagram.com</a><br><a href="#">20/08/23 13:21</a>   Malaysia    | <a href="#">bernamaofficial</a><br><br>Timbalan Menteri Belia dan Sukan Adam Adli Abd Halim berkata perkara itu seharusnya tidak berlaku memandangkan sambutan Hari ... meraikan semangat kemerdekaan, semangat perpaduan dan semangat kenegaraan. Ia tiada kena mengena dengan ...                      | <br><br>1/10  | Sentiment <span>Neutral</span><br>Instagram Followers 338K<br>Instagram Likes 1.4K                               |
| <br>Twitter   <a href="https://twitter.com/BERNAMA">twitter.com</a><br><a href="#">20/08/23 18:30</a>   Malaysia                     | <a href="#">BERNAMA (bernamadotcom)</a><br><br>Guna logo, tema Hari Kebangsaan berbeza mampu jejas perpaduan - Aaron<br>bernama.com/bm/am/news.php...#BernamaNews#HKHM2023pic.twitter.co<br>m/4UGpXsbCT4                                                                                                 | <br><br>1/10 | Sentiment <span>Neutral</span><br>Twitter Followers 1.2M<br>Retweets 5<br>Twitter Shares N/A<br>Twitter Likes 3  |

## SENTIMENT ANALYSIS: NEUTRAL THEMES



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# THANK YOU

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